News Releases

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Communities, Cultural Affairs and Labour

YOUTH INVITED TO "LAUGH OUT LOUD" AT PROVINCIAL LIBRARIES THIS SUMMER

CHARLOTTETOWN, PEI -- Island children are invited to Laugh Out Loud at their local library this summer, with books, crafts, activities and games.

Provincial library staff launched the 2008 TD Summer Reading Club at Bibliotheque J. Henri-Blanchard in Summerside this afternoon. The theme for the 2008 program is "Laugh Out Loud."

Through the TD Summer Reading Club, staff at 25 provincial libraries will offer a wide variety of exciting activities designed to encourage and support youth in the enjoyment of reading. Club participants sign up and use library resources including picture books, books for beginning and more advanced readers, books on jokes, games and activities with riddles and tongue twisters, and DVDs and videos.

"This is a fun and exciting way for our youth to improve their reading skills and maintain skills over the summer while having a lot of fun," said Hon. Carolyn Bertram, Minister of Communities, Cultural Affairs and Labour. "Parents and care givers can encourage their children to participate and discover a passion for reading through an Island summer of fun and learning."

Children aged 12 and under who register with the TD Summer Reading Club will receive a poster, stickers and an activity book. For more information, contact your local provincial library or go to **www.gov.pe.ca/go/library**.

There is no cost to the participants. This program is a joint initiative between TD Bank Financial Group, Library and Archives Canada and the Provincial Library Service.

BACKGROUNDER

TIPS TO FOSTER STRONG READING SKILLS AND HELP KEEP YOUTHS READING THIS SUMMER:

Show them reading is fun. Set aside time each day to read together as a family and have fun reading out loud with your children. Create a scrapbook of summer activities and write the captions together.

Keep them interested. When taking a trip to your local library, let children pick out materials they are interested in reading. Comics, magazines, even baseball or hockey cards will help with reading skills.

Make reading an everyday activity. Encourage children to read anything they can get their hands on; street signs, menus, recipes and books are all great

tools to strengthen reading skills.

Set an example. Let them see you read so they know that reading is important. Encourage them to talk about and describe their daily activities. Turn off the TV.

Join the TD Summer Reading Club. The program offers a wide range of reading choices, as well as lots of fun-filled activities to keep children motivated to read throughout the summer.

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